

Dynamic Message On-Premises Signs Stakeholder Committee Meeting #3

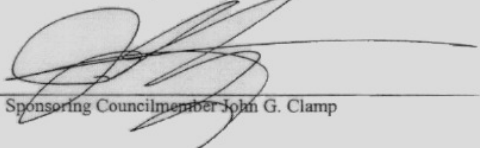
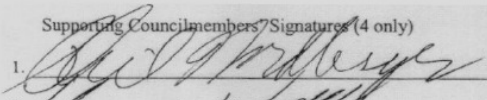
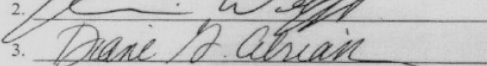
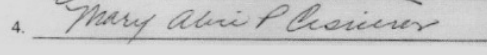

Planning & Development Services
February 11, 2010

Presentation Outline

- 1) Review previous discussions
- 2) Review sign tour discoveries
- 3) Review digital display concepts and provide feedback to staff
- 4) Next Steps

Review Previous Discussions

Purpose

CITY OF SAN ANTONIO OFFICE OF THE CITY COUNCIL COUNCIL CONSIDERATION REQUEST		RECEIVED CITY OF SAN ANTONIO CITY CLERK
		2007 DEC 14 PM 12:01
TO:	Mayor & City Council	
FROM:	City Councilman John G. Clamp	
COPIES TO:	Sheryl Sculley, City Manager; Leticia Vacek, City Clerk; Jelynn Burley, Deputy City Manager; Roderick Sanchez, Director of Development Services; Chris Callanen, Assistant to the City Council	
SUBJECT:	Request for Placement of Item on City Council Meeting Agenda	
DATE:	December 12, 2007	
Issue Proposed for Consideration		
<p>I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the Governance Committee:</p> <p>I respectfully ask for your concurrence in directing the Department of Development Services to study the issue of On Premises Digital Signs. Utilizing the standards set for Off Premise signs should also apply to On Premises Digital Signs, specifically with regards to brightness, noise, other distracting characteristics, and light pollution. Because there are no existing guidelines specifically addressing digital on premise signs staff needs to study this issue and provide recommendation for council consideration.</p>		
Brief Background		
<p>In order to address the changes in sign technology, it is necessary to insure that the city's development codes address the emerging issue regarding On Premises Digital Signs. To date the Unified Development Code does not address on premises digital signs that are distraction or potentially hazardous</p>		
Submitted for Council consideration by:	 Sponsoring Councilmember John G. Clamp	
Supporting Councilmembers' Signatures (4 only)		District No.
1.		
2.		9
3.		2
4.		1

- Study on-premises signs utilizing the standards set for off-premises signs specifically:
 - Brightness
 - Noise
 - Distracting characteristics
 - Light pollution

Off-premises versus on-premises

Off Premises:



On Premises:



Types of Digital and Electronic Signage

Common Types



■ Monochrome

- Single color LED (Amber or Red)
- Primarily used to deliver text messages, corporate logos and limited graphics
- Text may sparkle, scroll, flash
- Text typically 5" or greater
- Most common category of electronic message centers on the market
- Lower cost

■ Example: time, temperature signs



Common Types – cont'd

■ Grayscale LED Sign

- New technology
- Single color with a 256 shade intensity spectrum that delivers the approximate resolution of a Black and White TV
- Priced less than color message centers
- Full motion graphics but limited colors (typically red or amber)



Common Types – cont'd

■ Color RGB 64k

- Entry level color technology
- Full-color control system provides 64,000 RGB Colors
- Used for outdoor displays showing looping animations and digital signage advertising schedules

■ Example: waving American Flag



Common Types – cont'd

■ HD Color RGB 16m – 33m

- Vegas or professional sports level quality
- 16 to 33 Million RGB colors
- Full motion, high resolution animated graphics
- Average 8,000 NITs
- Typical text 4.5" or greater
- Live video capabilities
- Used for large outdoor video walls, television studios, entertainment industry and sports
- Also used for looping playback and scheduling of outdoor advertising for corporate identity

■ Example: looping video (automobile advertisement on a highway)



Current Ordinance

- Performance based ordinance based on:
 - Residential or nonresidential zoning district
 - Roadway type
- Adopted 1994
- Applicable in City and ETJ

Current Ordinance

■ Nonresidential zoning

- Freeway
- Arterial A
- Arterial B/Commercial Collector
- Local
- Single- and Multi-Tenant standards

■ Residential zoning

- B&B, home occupations
- Apt/Condo permitted nonresidential zoning standards
- Nonresidential uses on local streets

Sign Types

Freestanding Sign



Attached Sign



Current Ordinance – nonresidential

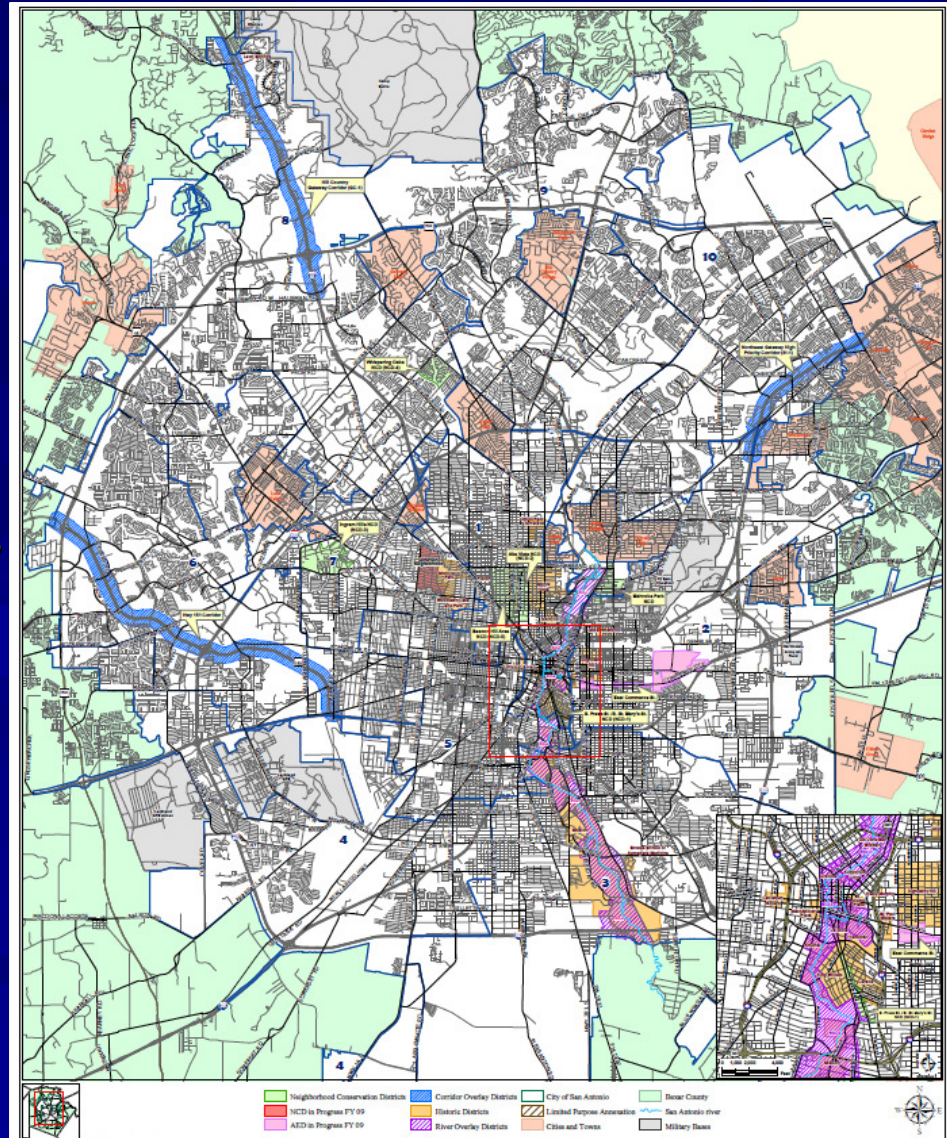
	Freestanding <i>Single Tenant</i>		Freestanding <i>Multiple Tenant</i>		Attached Sign	
Street type	Height (ft.)	Size (SF)	Height (ft.)	Size (SF)	% of facade	Min. SF
Local	16	75	20	125	25	50
Arterial B <i>(and Commercial Collector)</i>	24	150	32	250	25	75
Arterial A	40	240	50	500	25	75
Expressway	50	375	60	650	25	100

Current Ordinance – cont'd

- Adjacent grade bonus – up to 10 feet
- Sign area:
 - 100% first sign
 - 75% subsequent signs
 - Exception for automobile sales
- Signs allowed on each frontage (i.e. corner lots)
- 150 feet spacing between freestanding signs
- Allowance for sign master plan agreements

Special Districts

- Historic & RIO Districts
 - Prohibit digital/LED signs
- Neighborhood Conservation Districts
 - Each district varies
- Corridor Districts & Urban Corridors
 - Allow up to 25% of the sign area for electronic messages
 - Prohibit:
 - intermittent or flashing illumination
 - changes in brightness/intensity/color
 - Motion
- Arts & Entertainment Districts
 - AE-2 (primarily residential) prohibits outdoor electric signs



Approaches – Conditional

- City-wide permission to operate dynamic signs with conditions
- Typical conditions:
 - Movement/motion limits
 - Minimum dwell times
 - Max. sign size/heights
 - Limit on % of sign area that can be dynamic
 - Locations, spacing, setbacks
 - Brightness (day/night)
 - Footcandles or NITs
- Analogs:
 - Texas: Abilene, Arlington, Dallas, El Paso, Fort Worth, Houston, Tyler
 - Outside of Texas: Albuquerque, Oklahoma City, Phoenix, Seattle

Review Sign Tour

Intensity Settings



Intensity Settings - continued



Animation



% of Sign Area

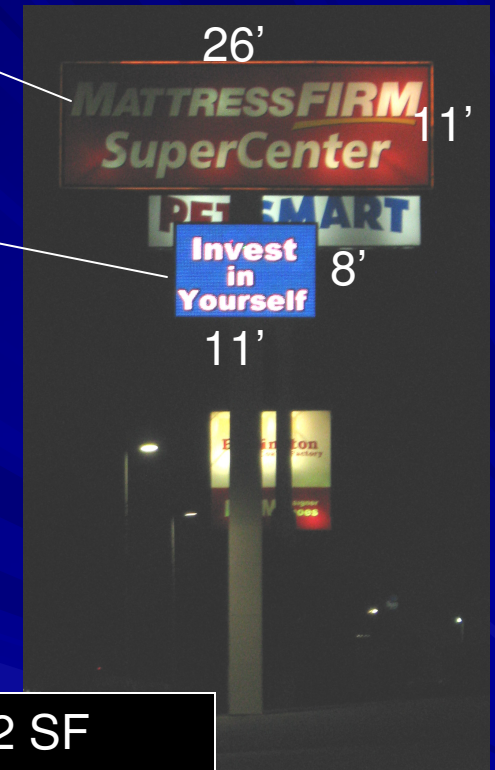


45 SF
71%

18 SF
29%

286 SF
76%

88 SF
24%



72 SF
74%

25.5 SF
26%

% of facade

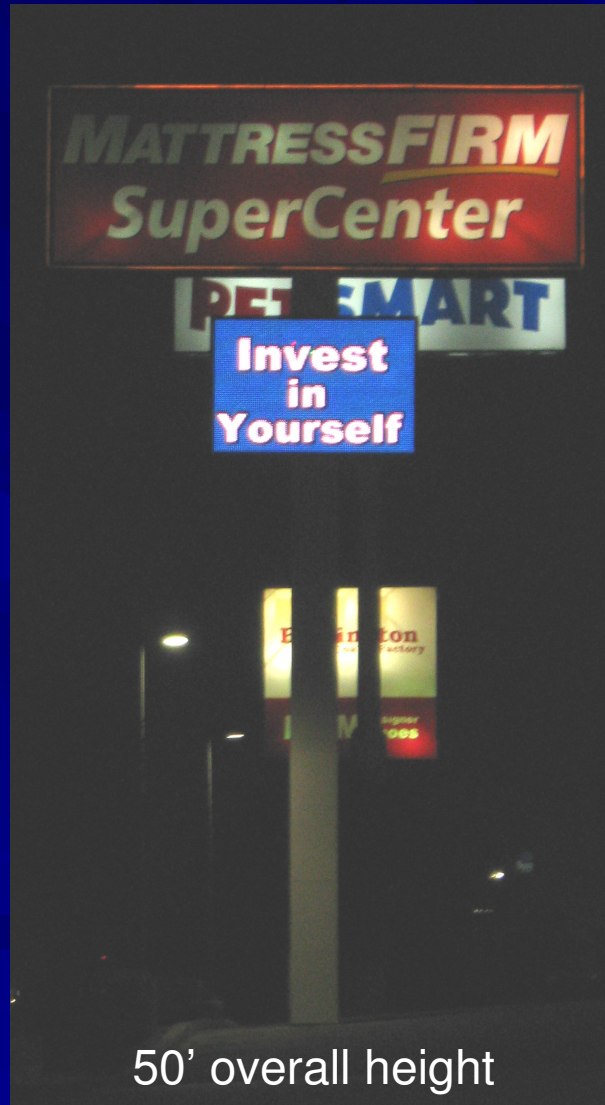


10'x20' =
200 SF

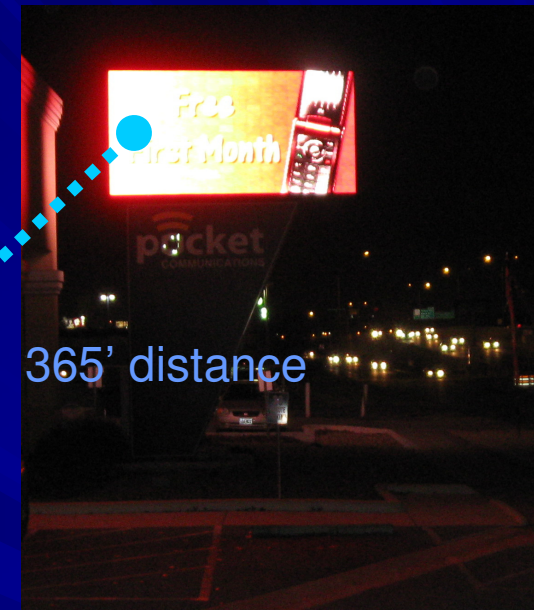
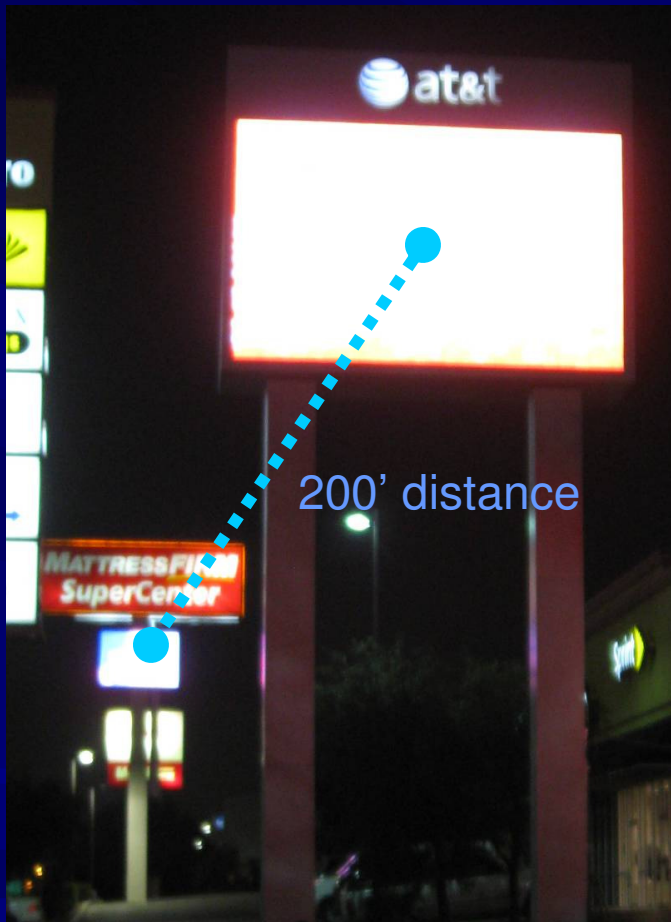


3'4" x 19'10" =
66 SF

Heights



Spacing – between displays



Spacing – to residential



Spacing – to residential



Concepts for discussion

- Committee agreed to further discuss:
 - Brightness/intensity
 - Animation
 - Spacing between digital displays
 - Spacing from residential use
 - Hours/operation
- Committee does not wish to address:
 - Sign area for digital display
 - Height for digital display

(assuming within confines of what is allowed for a single tenant)

Refer to digital display
concepts handout

Next Steps

- Next committee meeting
 - Make preliminary recommendations to staff on concepts
- Public Input
 - Receive comments on amendment concepts
- Committee
 - Consider public comments and update recommendations, as applicable
- Staff recommendation to Zoning Commission (April)
- Infrastructure & Growth Committee briefing (May)
- Staff recommendation to City Council (June)

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